

**INTERNET MARKETING SYSTEM USING A FOREIGN OBJECT
SEARCH IN THE FORM OF AN INTERACTIVE GAME**

ABSTRACT OF THE DISCLOSURE

A system and method for directing consumer traffic over the Internet properties of affiliated content providers and vendors increases traffic over 6 affiliated sites by embedding a foreign object within those properties, and encouraging consumers to search for that object. Consumers register with the marketing solutions provider in order to become eligible to participate in the object search game. Content providers and vendors also register in order to become part of the said system that directs consumers to various Internet properties. Such an affiliate has their account credited once a consumer has 12 been successfully directed to that affiliated property. The consumer has his or her account credited after successfully finding the object resident on that affiliate's property. Furthermore, in the case of vendors, should a consumer led to that affiliate's Internet property seek to make a purchase while there, relevant information concerning that consumer can be sent directly from the marketing solutions provider to the vendor, making the sales process more 18 convenient for both the vendor and the consumer.